

## Advertising Rates

Effective June 1, 2008

Local advertising is the key to your success in the Tempe community.

***Tempe Town News* is the best and most cost-effective way to reach your target audience.**

**For effective, affordable advertising, look to *Tempe Town News*!**

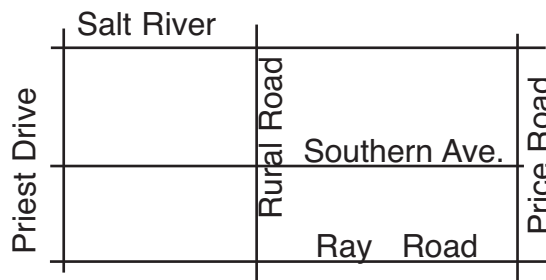
### How can advertising in *Tempe Town News* benefit you?

- **Name recognition**—Build awareness of your business among readers. Repetition builds recognition, and readers will remember you when they need your product or service.
- **Call to action**—Promote a specific product or service to your most immediate audience, including sales, seasonal items, special offers, upcoming events and other promotions.
- **Community commitment**—Demonstrate your support of your local schools, neighborhoods, community groups and civic organizations.

*Tempe Town News*, a monthly tabloid-size newspaper, is mailed through the U.S. Postal Service to 16,000 homes throughout the city of Tempe, with another 4,000 copies distributed locally in key local retail and service locations, reaching an audience with attractive demographics:

- The average household income is more than \$70,000
- 73 percent of working residents are engaged in “white collar” occupations
- 45 percent of our readers hold college degrees
- 49 percent are male and 51 percent are female
- 73 percent of the homes are family households
- 51 percent of dwellings are owner-occupied

*Tempe Town News*' distribution area includes homes and businesses in zip codes 85281, 85282, 85283 and 85284.



# tempe town news

5308 N. 12th Street, Suite 402 • Phoenix, AZ 85014

Phone: (480) 237-0938 • Fax: (602) 277-6689 • E-mail: [advertising@tempetownnews.net](mailto:advertising@tempetownnews.net)

## Display Advertising Rates and Deadlines

### Advertising Rates

Rates are per ad, non-commissionable, plus .005 percent sales tax.

| Ad Size         | Frequency |                          |                          |                           |
|-----------------|-----------|--------------------------|--------------------------|---------------------------|
|                 | 1 month   | 3 months*<br>(Per month) | 6 months*<br>(Per month) | 12 months*<br>(Per month) |
| Full page       | \$ 792    | \$ 737                   | \$ 685                   | \$ 603                    |
| One-half page   | \$ 581    | \$ 541                   | \$ 503                   | \$ 442                    |
| One-third page  | \$ 417    | \$ 388                   | \$ 361                   | \$ 317                    |
| One-fourth page | \$ 319    | \$ 296                   | \$ 276                   | \$ 244                    |
| One-sixth page  | \$ 219    | \$ 204                   | \$ 189                   | \$ 167                    |
| One-eighth page | \$ 186    | \$ 173                   | \$ 161                   | \$ 142                    |











\*must be consecutive months

### Premium positions

Premium positions include the back page (full page only), the inside back (full page only), the inside front (half page only) and the double truck (2 full pages only). Premium positions are an additional 20 percent of the monthly rate. Premium positions are subject to availability.

### Mechanical Specifications

Camera-ready—electronic format ads should be 150 dpi; negatives should be 85-line screen.

|                                                                                     |                              |                                         |
|-------------------------------------------------------------------------------------|------------------------------|-----------------------------------------|
|  | Full page                    | 10 1/4 inches wide x 12 1/8 inches deep |
|  | One-half page (vertical)     | 5 inches wide x 12 1/8 inches deep      |
|  | One-half page (horizontal)   | 10 1/4 inches wide x 6 inches deep      |
|  | One-third page (square)      | 7 1/2 inches wide x 6 inches deep       |
|  | One-third page (horizontal)  | 10 1/4 inches wide x 4 inches deep      |
|  | One-fourth page (vertical)   | 5 inches wide x 6 inches deep           |
|  | One-fourth page (horizontal) | 10 1/4 inches wide x 3 inches deep      |
|  | One-sixth page               | 5 inches wide x 4 inches deep           |
|  | One-eighth page (vertical)   | 2 3/8 inches wide x 6 inches deep       |
|  | One-eighth page (horizontal) | 5 inches wide x 3 inches deep           |

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## Deadlines

Deadline for ad space reservations is the 20th of the month preceding publication. Ads requiring composition and/or proofs also are due on the 20th. All camera-ready material is due by the 24th of the month.

## Color Advertising

Call attention to your ad with color! Use either ROP available color (publisher's choice) or specify your choice. *Color charges are in addition to insertion rate.*

### *ROP (Publisher's Choice)*

|                      |       |
|----------------------|-------|
| Full page            | \$100 |
| Half-page            | \$ 85 |
| Third-page           | \$ 65 |
| Less than third-page | \$ 45 |

### *Advertiser's Choice*

|                           |       |
|---------------------------|-------|
| Black plus one spot color | \$195 |
|---------------------------|-------|

### *Four Color*

Costs available upon request

## Service Directory

Run your business card in the **Tempe Town News** Service Directory for \$72 per insertion. Deadline for the Service Directory is the 20th of the month preceding publication and **all insertions must be paid in advance.**

## Web Site Advertising

Achieve even greater reach and frequency in Tempe by placing your ad on the **Tempe Town News** Web site. For details, visit [www.tempetownnews.net](http://www.tempetownnews.net).

## Ad Production Charges

Simple typesetting and layout for ads, along with **one proof and one set of corrections**, are included at no additional charge. There is a charge of \$25 per scan for halftones and artwork. ALL additional typesetting and layout changes or modifications will be charged at a rate of \$65 per hour. Ask your Tempe Town News account representative for details. Ads submitted as reflective art (hard copy) are scanned. **Tempe Town News does not guarantee quality of reproduction for ads submitted as reflective art.**

## “Camera Ready” Submissions (Electronic Files Only)

**Electronic files** must be at a maximum of 150 dpi and submitted in one of the following Macintosh formats: Quark Xpress with all fonts and links; Photoshop files saved as DCS 2.0, EPS or TIFF; Illustrator files saved as EPS all with all fonts embedded; or PDF files with **all fonts embedded**. Files may be submitted on zip disk, CD, floppy disk or by e-mail.

**Film** with proof accepted at 85-line screen.

## Inserts

**Tempe Town News'** ability to accept inserts is subject to U.S. Postal regulations. Content is subject to approval by Tempe Town News/North Central News, Inc. Ask your Tempe Town News account executive for details.



## **Tempe Town News General Policies, Terms and Conditions**

Advertiser agrees to abide by the established policies of Tempe Town News, published by North Central News, Inc., which are designed to protect the advertiser and the public. Tempe Town News/North Central News, Inc., reserves the right to edit or reject any advertising copy that is not in keeping with the publication's policies and standards.

Advertiser and/or advertising agency or agent assumes all liability for advertisements, including copy, claims, images, etc., published and agree to assume, pay and hold Tempe Town News/North Central News, Inc., and its representatives harmless from all claims, causes of action, damages and costs arising out of or in any way connected with such advertisements.

Advertiser and/or advertising agency or agent accepts full responsibility for authorization and/or licensed use of photographs, likenesses of individuals, names, copyrighted and/or trademarked material, testimonials, images and quotes. Advertiser and/or advertising agency or agent agrees to indemnify and hold harmless Tempe Town News/North Central News, Inc., and its representatives from any claims or actions based on unauthorized use of the above.

Tempe Town News/North Central News, Inc., assumes no responsibility for omission of copy or for errors beyond the value of the actual space occupied by such errors. Tempe Town News/North Central News, Inc., will not be liable for error beyond the first insertion.

All contract cancellations must be made in writing. Cancellation of any portion of an insertion order or contract on behalf of the advertiser or failure to publish the specified number of ads automatically cancels any frequency discounts, including discounts applied to already published advertisements. In such situations, Tempe Town News/North Central News, Inc., will re-bill the advertiser at the open rate.

Advertising cancelled after composition but before space is reserved will be charged at the cost of composition. Advertising cancelled after space is reserved will be charged at regular space rates.

Tempe Town News/North Central News, Inc., shall not be liable for any failure to publish advertising due to strikes, accidents, acts of God or other delays beyond the control of the publisher.

Advertisements that resemble or simulate editorial matter must have the word "Advertisement" printed above the copy. Tempe Town News/North Central News, Inc., reserves the right to label such advertisements.

Positioning of advertisements within each issue of Tempe Town News is at the discretion of the publisher with the exception of purchased premium positions.

Advertiser will furnish acceptable copy, layout and printing material plus payment prior to the established deadline schedule contained in this rate card.

Political and entertainment advertising must be paid for in advance and is subject to the policy of Tempe Town News/North Central News, Inc.

Payment terms are cash with copy for all advertisers. Credit will be extended to advertisers with a credit application approved by Tempe Town News/North Central News, Inc. Payment on approved credit is due 15 days from invoice date. Interest will be charged at a rate of 1.5 percent per month on past due balances. There is a \$25 charge for returned checks. Tempe Town News/North Central News, Inc., reserves the right to deny advertising space to advertisers with accounts more than 30 days past due.

Advertiser agrees to pay all collection costs up to 25 percent of the principal amount and all attorney's fees incurred by North Central News, Inc., upon default of any of the terms of an agreement and consents that such costs and fees shall be made a part of any judgement rendered.

The ordering of space in Tempe Town News will be construed as acceptance of all policies, terms and conditions as set forth in this rate card and on the insertion order.



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